This bill requires the Director of the Department of Health and Senior Services to post on its web site resources relating to umbilical cord blood that have been developed by the Parent's Guide to Cord Blood Foundation or a successor organization. The resources must include an explanation of the potential value and uses of umbilical cord blood, including cord blood cells and stem cells; the differences between using one's own blood cord cells and using related or unrelated cord blood stem cells in the treatment of disease; the differences between public and private cord blood banking; various options available to a mother for donating, storing, or discarding stem cells contained in the cord blood; and other information regarding the medical processes, family considerations, options for ownership and future use, costs, the availability of blood banks, and which racial and ethnic groups are in particular need of cord blood samples. Beginning October 1, 2011, a licensed obstetrician or gynecologist can make available to the patient prior to the beginning of her third trimester or, if later, at her first visit the information posted on the department's web site regarding umbilical cord blood banking.